

COMMODITY SALES NUMBER FORECASTING SYSTEM AND METHOD, COMPUTER
PROGRAM PRODUCT AND STORAGE MEDIUM

Abstract of the Disclosure

5

An area sales number forecasting section calculates a forecast sales number for each commodity in each TV area that is a unit district for making a sales promotion at the same time through a spot CM of a television. And on the basis of the calculated forecast sales number for each commodity in a TV area, a shop sales number forecasting section calculates the forecast sales number for each commodity at each shop within the TV area. Thereby, the commodity sales number can be forecast by reflecting the regional characteristics of the commodity purchasing trend or the sales promotion with the television.

10